Orders

Order / Rev:

106917

Alt Order #:

06854974

Product Desc:

DSCC IE

EstImate:

1848

Flight Dates:

09/25/12 - 10/01/12

Original Date / Rev:

09/21/12 / 09/25/12

Order Type:

**GENERAL** 

Primary AE:

Sales Office:

Sales Region:

KSNV

Amy McCreary BLPHI

National

Agency

Name:

Great American Medla

Buying Contact: Billing Contact:

1010 Wisconsin Ave. NW

Washington, DC 20007

Billing Type:

Billing Calendar:

Billing Cycle:

Agency Commission:

15%

Cash

Broadcast

EOM/EOC

Advertiser

Name:

Democratic Senatorial Campaign Corr

Demographic:

A35+

**Product Codes:** 

PLI2,PLI1

Priority: Revenue Codes: SELECT PRIORITY CODE POLITICAL/AGY, PISSUE, GEN New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	<b>N</b> et Amount
08/27/12	09/30/12	57	\$75,200.00	\$63,920.00
10/04/12	10/01/12	15	\$12.050.00	¢11.007.50

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	57	\$75,200.00	\$63,920.00	0.00
October 2012	15	\$12,950.00	\$11,007.50	0.00
Totals	72	\$88,150.00	\$74,927,50	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary	_		Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	23%	\$88,150.00
Market	100%	\$383,260.87

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$103,480.43
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	23%	\$88,150.00
KTUD	1%	\$3,832.61
KVVU	19%	\$72,819.57
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKW <b>N</b>	7%	\$26,828.26

Ln	Ch	Start	End	Inventory Code	Break	Start/End Tin	ie Days	Len Sp	ots	Rate Pri	Rtg Type S	pots	Amount
E 1	KSNV	09/25/12	10/01/12	M-F 5-6a WakeUp M-F 5-6a WakeUp		5-6a	MTWTF	:30	3	\$600,001	0.00 NM	3	\$1,800.00
	WAKE (	JP WITH 1	THE WAGI	,	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,								
	<u>Sta</u>	<u>rt Date</u> <u>I</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

Print Date: 09/26/12 08:07:46 Page 2 of 5

KSNV

Order / Rev: Alt Order #:

Flight Dates:

106917

Advertiser: Product Desc: Democratic Senatorial Campaign Comm

06854974

09/25/12 - 10/01/12

EstImate:

DSCC IE

1848

Ln	Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/25/1	2 10/01/12	M-F 5-6a WakeU	-	5-6a	MTWTF	:30	3	\$600.001	0.00 NM	3	\$1,800.00
	WAKE	UP WITH	THE WAG	M-F 5-6a WakeU NERS	p w/Wagners								
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
~~~	Veek: 09/		10/01/12	MTWTF	3		0.00						
Ë 2	KSNV	09/25/1	2 10/01/12	M-F 6-7a WakeU		6-7a	MTWTF	:30	3	\$1,000.001	0,00 NM	3	\$3,000.00
	WAKE	UP WITH	THE WAG	M-F 6-7a Waket NERS	lp w/Wagners								
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	Veek: 09/		10/01/12	MTWTF⊶→		\$1,000.00	0.00						
E 3	KSNV	09/25/1	2 10/01/12	Today Show	CM	658a-9am	MTWTF	:30	2	\$1,500.001	0.00 NM	2	\$3,000.00
	TODAY	' SHOW		Today Show									
		rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
V	Veek: 09/		10/01/12	MTWTF		\$1,500.00	0.00						
E 4	KSNV	09/29/1	2 09/29/12	SIGN ON-SIGN C	OFF CM	5a-459a	S-	:30	1	\$625.001	0.00 NM	1	\$625.00
	CATLID	DAY TO	7AV	ROS		(5:00 AM-6:0	0 AM)						
		irt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	/eek: 09/		09/30/12	S-	1	\$625.00	0.00						
Spo		Date Ra		escription	<u>Star</u>	/End Time		<u>Veekdays</u>	<u>Le</u> r	<u>igth</u> <u>Rate</u>	Rtg Type		
				aturday Today	7a-9	am	_	Sa	•	:30 <del>(\$625.</del> 00)	0.00 <i>NM</i>		
		e <i>MG 4.2</i> 3M CHG	= 5A-6AM]		-								
				IGN ON-SIGN OF	= 5a-4	59a (8	5:00 AM-6:00 A-	sa		:30 \$625.00	0.00 NM		
	_	6 for 4.1 (				`				,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	0.00 1.00		
			CORRECTI										
E 5	KSNV	09/30/1	2 09/30/12	Sunday Today	CM	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
	TODAY	ON SUN	IDAY	Sunday Today									
		rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	/eek: 09/		09/30/12	S	1	\$500.00	0.00						
E 6	KSNV	09/25/1	2 10/01/12	M-F Today Show		9-10a	MTWTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
	TODAY	SHOW	ı	M-F Today Show	II								
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	/eek: 09/		10/01/12	MTWTF	2	\$900.00	0.00						
E 7	KSNV	09/25/1	2 10/01/12	M-F Today Show	III4thBBM	10am-11am	MTWTF	:30	3	\$450.001	0.00 NM	3	\$1,350.00
	TODAY	SHOW	n	Today 4th Hour									
		rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
W	eek: 09/		10/01/12	MTWTF	3	\$450.00	0.00						
E 8	KSNV	09/25/1	2 10/01/12	Rachael Ray	СМ	11am-12pm	MTWTF	:30	3	\$325.001	0.00 NM	3	\$975.00
	RACHE	I DAV		Rachael Ray									
		ւ кат rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
W	eek: 09/		10/01/12	MTWTF	3	\$325.00	0.00						
E 9	KSNV	09/25/1	2 10/01/12	Noon News	CM	12-1230pm	MTWTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
	NESA40	2 47 110	ON.	Noon News							,	-	, . ,
		3 AT NO	JN <u>End Date</u>	<u>Weekdays</u>	SpotoAMaala	Data	Doting:				f		
W	eek: 09/;		10/01/12	MTWTF~~	Spots/Week 3	<u>Rate</u> \$425.00	Rating 0.00						
			2 10/01/12	Days of our Lives	CM	1258p-2pm	MTWTF	:30	3	\$425,001	0.00 NM	3	\$1,275.00
				Days of our Lives		1 1		* <del>-</del>	-	,, 1	5.50 MM	3	₩1,210.00
	DAYS C	)F OUR I	JVES	\\\\ = 1	Om =4 = 0.61 1	<b>D</b> (	B (						
		rt Data	End Date		SPOTERMOOK	<u>Rate</u>	Rating						
	<u>Sta</u>	<u>rt Date</u> 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF-⊸	Spots/Week						1		
w	<u>Sta</u> /eek: 09/	25/12	10/01/12	MTWTF The Doctors	3	\$425.00	0.00	·30	4	\$325 001	0.00 NM	A	¢1 200 00
W E 11	<u>Sta</u> /eek: 09/; KSNV	25/12 09/25/1		MTWTF				:30	4	\$325.001	0.00 NM	4	\$1,300.00
W E 11	<u>Sta</u> feek: 09/2 KS <b>N</b> V THE DO	25/12	10/01/12	MTWTF The Doctors	3	\$425.00	0.00	;30	4	\$325.001	0.00 NM	4	\$1,300.00

Print Date: 09/26/12 08:07:46

Page 3 of 5

KSNV

Order / Rev; Alt Order #:

106917

06854974

Advertiser:

Democratic Senatorial Campaign Comm

Product Desc:

DSCC IE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln Ch	Start	End	Inventory Code	Brook	Start/End	Time Dave	lon Cr	osto Dete	Dei Dan Ton-	0	
E 11 KSNV		2 10/01/12		CM	2pm-3pm	Time Days MTWTF	Len Sp :30	4 \$325.00	Pri Rtg Type 0.00 NM	Spots 4	Amount \$1,300.00
			The Doctors	OW	zpiii-opiii	M (W)	,50	4 \$325.00	0.00 NW	4	\$1,300.00
	OCTORS rt Date	End Date	Moskdaus	C = 4- 04/1-	D-1-	<b>D</b> - (1					
<u>اعد</u> /Week: 09		10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4		<u>Rating</u> 0.00					
E 12 KSNV	09/25/1	2 10/01/12	Dr. Phil Dr Phil	СМ	3-4p	MTWTF	:30	4 \$450.00	0.00 NM	4	\$1,800.00
DR. PH											
Week: 09/		End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 4		Rating 0.00					
			NEWS 3 at 4 (1 4PM NEWS (1 h		4-5pm (4:00 PM-4:	MTWTF~~ 30 PM)	:30	3 \$700.00	0.00 NM	3	\$2,100.00
	NEWS 3 . <u>rt</u> Date	AT FOUR	Medialous	C1-04/1-	D -1-	<b>.</b>					
<u>ال الم</u> /Week: 09		End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 3		Rating 0.00					
			NEWS 3 at 4 (1		4-5pm	MTWTF~~	:30	2 \$700.00	1 0.00 NM	2	\$1,400.00
NEWC	4 AT 420	Б	4PM NEWS (1 h	our)	(4:30 PM-5:0	00 PM)				-	Ψ1,100.00
	4 AT 430 <u>rt</u> Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 09/:		10/01/12	MTWTF~~	2		0.00					
E 15 KSNV	09/25/1	2 10/01/12	M-F Early News	СМ	5-630p	MTWTF~~	:30	2 \$1,200.00	1 0.00 NM	2	\$2,400.00
EARLY	NEWS		M-F Early News								. ,
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/		10/01/12	MTWTF~~		\$1,200.00	0.00					
E 16 KSNV	09/25/1	2 10/01/12	M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MTWTF~-	:30	1 \$900.00	2 0.00 NM	1	\$900.00
FACE T	O FACE	W/ JON RA							ľ		
	rt Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09/2	-	10/01/12	MTWTF~- M-F Jeop/Wheel	1 CM	\$900.00	0.00	.00	0.04.000.00	4 000 111	_	
JEOPAF		2 10/0 // 12	M-F Jeopardy/Wi		630-730pm e	MTWTF	:30	3 \$1,300.00	1 0.00 <b>NM</b>	3	\$3,900.00
<u>Star</u> Week: 09/2	<u>t Date</u> 25/12	End Date 10/01/12	<u>Weekdays</u> MTWTF	Spots/Week 3	<u>Rate</u> \$1,300.00	Rating 0.00					
E 18 KSNV	09/25/1	2 10/01/12	Face to Face w/F	RalstonCM	730-758pm	MTWTF	:30	4 \$1,000.00	1 0.00 NM	4	\$4,000.00
FACE T	O FACE		Face to Face w/	J.Ralston							. ,
<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 09/2		10/01/12	MTWTF		\$1,000.00	0.00		<del></del>			
E 19 KSNV	10/01/12	2 10/01/12	Mon PR 10-11p Monday Prime 10	CM )-11nm	10-11pm	M	:30	1 \$3,200.00	1 0.00 NM	1	\$3,200.00
Revoluti	on		Sierramy i fillio 10	- 1 1 (211)							
<u>Star</u> Week; 10/0	t Date	End Date	<u>Weekdays</u> M	Spots/Week	Rate	Rating					
E 20 KSNV		10/07/12	Tues PR 8-9p	CM	\$3,200.00 8-9pm	0.00 -T	:30	1 \$4,000.00	1 0.00 NM	a a	<b>#4.000.00</b>
		- 50/40/14	Tuesday Prime 8		0-9 <b>þ</b> III	-1	.30	1 \$4,000.00	1 0.00 NM	1	\$4,000.00
THE VO	ICE t Date	End Date	Mookday-	Cnot- AAt1	D. 1	m - E					
<u> </u>		09/30/12	<u>Weekdays</u> -T	Spots/Week 1	<u>Rate</u> \$4,000.00	Rating 0.00					
			Tues PR 10-11p	СМ	10-11pm	-T	:30	1 \$3,200.00	1 0.00 NM	1	\$3,200.00
DADENT			Tuesday Prime 1	0-11pm							. ,
PARENT Star	t Date	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	-T	1	\$3,200.00	0.00					
E 22 KSNV	09/26/12	09/26/12	Wed PR 8-9p	СМ	8-9pm	W	:30	1 \$2,400.00	1 0.00 NM	1	\$2,400.00
Animal F	ractice/	Guys With k	- Wednesday Prim (ids	е в-9рт							
<u>Star</u>	<u>t Date</u>	End Date	Weekdays	Spots/Week	Rate	Rating					
Week: 09/2		09/30/12	~~W	1	\$2,400.00	0.00					
E 23 KSNV	09/26/12	2 09/26/12		СМ	9-11pm	W	:30	1 \$3,200.00	1 0.00 NM	1	\$3,200.00

Print Date: 09/26/12 08:07:46 Page 4 of 5

Order / Rev: 106917 Advertiser: Democratic Senatorial Campaign Comm

Alt Order #: 06854974 Product Desc: DSCC IE KSNV

Flight Dates: 09/25/12 - 10/01/12 Estimate: 1848

Ln Ch Start Break Start/End Time End Inventory Code Days Len Spots Rate Pri Rtg Type Spots Amount Wed PR 9-11p Wednesday Prime 9-11pm CHICAGO FIRE Start Date **End Date Weekdays** Spots/Week Rate. Rating Week: 09/24/12 09/30/12 --W----1 \$3,200.00 0.00 Spot Ch Date Range Description Start/End Time Rate Rtg Type <u>Weekdays</u> Length 1 KSNV 09/24/12-09/30/12 Wed PR 10-11p 10-11pm :30<del>(\$3,200.</del>00) 0.00 NM See MG 23.2 [PGM CHG - WED 9-11PM] 2 KSNV 09/26/12-09/26/12 Wed PR 9-11p 9-11pm :30 \$3,200.00 0.00 NM MG for 23,1 09/26 [INV CODE/PROGRAM CHANGE ] E 24 KSNV 09/27/12 09/27/12 Thurs PR 8-9p CM 8-9pm ---T---:30 \$3,200,001 0.00 NM \$3,200.00 Thursday Prime 8-9pm 30 Rock/ Up Ail Night Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ---T---\$3,200.00 0.00 E 25 KSNV 09/27/12 09/27/12 Thurs PR 9-10p CM 9-10pm :30 \$3,200.001 0.00 NM \$3,200.00 Thursday Prime 9-10pm Office/ Parks & Recreation Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ---T---1 \$3,200.00 0.00 E 26 KSNV 09/27/12 09/27/12 Thurs PR 9-10p CM 9-10pm ---T---:30 1 \$3,500.001 0.00 NM \$3,500.00 Thursday Prime 9-10pm THE OFFICE/ UP ALL NIGHT Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ---T---\$3,500.00 0.00 E 27 KSNV 09/28/12 09/28/12 Fri PR 9-10p CM 9-10pm \_\_\_\_F\_\_ :30 1 \$2,600.001 0.00 NM \$2,600.00 Friday Prime 9-10pm GRIMM Start Date Weekdays End Date Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----F--\$2,600.00 0.00 E 28 KSNV 09/29/12 09/29/12 Sat PR 8-9p CM 8-9pm ------:30 1 \$1,200.001 0.00 NM \$1,200.00 Saturday Prime 8-9pm **NBC Prime Encores** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----S-1 \$1,200.00 0.00 E 29 KSNV 09/29/12 09/29/12 Sat PR 9-11p CM 9-11p ----5-:30 \$1,200.001 0.00 NM \$1,200.00 Saturday Prime 9-11pm **NBC Prime Encores** Start Date End Date **Weekdays** Spots/Week Rate Rating Week: 09/24/12 09/30/12 ·---S-\$1,200.00 0.00 E 30 KSNV 09/29/12 09/29/12 ----S-Sat PR 9-11p CM 9-11p :30 1 \$1,500.001 0.00 NM \$1,500.00 Saturday Prime 9-11pm **NBC Prime Encores** Start Date Weekdays End Date Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----S-\$1,500.00 0.00 E31 KSNV 09/30/12 09/30/12 NFL Football CM 1P-9PM ----S :30 1 \$10,000.001 0.00 NM \$10,000.00 NFL Football SUN NT FB Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 1\$10,000.00 0.00 E32 KSNV 09/30/12 09/30/12 News 3 Live in Prime CM 7-10pm ----S :30 1 \$1,600.001 0.00 NM \$1,600.00 News 3 in Prime **NEWS AFTER NFL** Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 09/24/12 09/30/12 1 \$1,600.00 0.00 E 33 KSNV 09/25/12 10/01/12 M-F News 3 at Eleven CM 11pm-1135pm MTWTF--4 \$1,100.001 0.00 NM \$4,400.00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/25/12 MTWTF--10/01/12 4 \$1,100.00 0.00

Print Date: 09/26/12 08:07:46 Page 5 of 5

**KSNV** 

Order / Rev:

106917

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #:

06854974

Product Desc:

DSCC IE

Flight Dates:

09/25/12 - 10/01/12

Estimate:

1848

Ln Ch S	Start End	Inventory Code Bre	ak Start	End Time	e Days	Len :	Spots	Rate Pri	Rtg Type \$	Spots	Amount
E33 KSNV 09	9/25/12 10/01/12	M-F News 3 at Eleven CM	11pm	-1135pm	MTWTF	:30	4	\$1,100.001	0.00 NM	4	\$4,400.00
NEWS 3 N	IICHTOIDE	M-F News 3 at Eleven									
E 34 KSNV 09	9/29/12 09/29/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven	1 <b>1</b> pm	-1135pm	5-	:30	1	\$1,100.001	0.00 NM	1	\$1,100.00
NEWS 3 N	IIGHTSIDE	29-20 Mews 2 at Elevell									
Start D		Weekdays Spots/We	ek l	Rate R	ating						
Week: 09/24/		S-	1 \$1,10		0.00				1		
E 35 KSNV 09	9/25/12 10/01/12	The Tonight Show CM	1135	5-1237a	MTWTF~∽	:30	3	\$750.001	0.00 NM	3	\$2,250.00
		Tonight Show	•								
TONIGHT	SHOW W/ JAY LI	ENO									
Start D	Date End Date	Weekdays Spots/We	<u>ek</u> <u>l</u>	Rate R	<u>ating</u>						
Week: 09/25/	/12 10/01/12	MTWTF	3 \$75	0.00	0.00						
E36 KSNV 09	9/29/12 09/29/12	Saturday Night Live CM	1130	m-1:02am	ıS-	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
		Saturday Night Live									
SATURDA	Y NIGHT LIVE										
Start D		Weekdays Spots/We			ating						
Week: 09/24/	/12 09/30/12	S-	1 \$1,40	0.00	0.00						
E 37 KSNV 09	9/30/12 09/30/12	Sports Night in Las Vega@M	Sun 1	135p-1200	DaS	:30	1	\$400.001	0.00 NM	1	\$400.00
		Sports Night in Las Vegas									
	NIGHT IN LAS VE										
Start D		Weekdays Spots/We			ating				ŀ		
Week: 09/24/		S		0.00	0.00						
E 38 KSNV 0	9/30/12 09/30/12	Sun PR 10-11p CM	10-11	pm	S	:30	1	\$1,200.001	0.00 NM	1	\$1,200.00
B ( D		Sunday Prim 10-11pm									
Dateline											
Start I		Weekdays Spots/We			ating			•			
Week: 09/24/	/12 09/30/12	S	1 \$1,20	0.00	0,00						
									Totals	72	\$88,150.00